


10 YEARS OF GREEN DEVELOPMENT

2016 - 2026





CENTER FOR SUPPORTING GREEN DEVELOPMENT

 (+84 24) 629 26764

 greenhub.org.vn

 info@greenhub.org.vn



This 2016 - 2026 report is not only a record of our milestones, but a celebration of shared purpose and resilience. It is a promise to keep learning, innovating, and harnessing science to drive our sustainability goals. We are determined to make the decade ahead filled with hope and action towards sustainable communities, circular livelihoods and nature conservation.

Ms. Tran Thi Hoa - Chairwoman of Founding Council, Director of GreenHub



TABLE OF CONTENTS



Abbreviations and Acronyms 6

The birth of GreenHub 8

Management Board's Message 10

Directors's Message 11

10 YEARS OF COMMUNITY AND ENVIRONMENTAL ACTION 12

Mission 12

Vision 13

Action Timeline 12

GreenHub's Team 14

IMPACT AREAS 16

Zero Waste 17

Marine Litter and Plastic Pollution 17

Nature Conservation 18

Inclusive Business and Green Livelihoods 19

CSER and ESG Support 20

10 YEARS OF ACHIEVEMENT 21

Where We Work 21

A Decade of Impact 21

COMMUNITY AND PARTNER VOICES 22

VOLUNTEER/INTERN FEEDBACK 24

INSPIRING STORIES	26
Story 1 - Community-Based Conservation and Waste Management in Cat Ba	26
Story 2 - Technology Opens Doors for Livelihoods	28
Story 3 - From Local Herbs to Community-Based Tourism - The Journey of Y Ty Herbal Cooperative (Lao Cai)	30
Story 4 - Empowering Women with the Women's Union (Ha Long City)	32
Story 5 - Phu Yen's Six-Year Journey Toward Zero Waste: From Community Action to Systemic Change (2019–2025)	34
Story 6 - Where Change Begins: A School at the Heart of Zero Waste School and More (ZHub)	36
Story 7 - Children and Teachers Unite for an Environmental Journey	38
Story 8 - One Boat Against the Tide: Journey to a Zero Waste Mekong River	40
Story 9 - Local Solution for Plastic Pollution: Closing the Loop on Plastic Waste in Hoi An	42
Story 10 - Addressing environmental issues through CSER - When Businesses and Communities Act Together for Zero Waste	44
<hr/>	
LOOKING FOWARD	46
Challenges	46
GreenHub Development - Strategy for 2026 - 2030	47
Partnerships and Networks	48
<hr/>	
ACKNOWLEDGEMENT	51
<hr/>	
FINANCE	52
<hr/>	
INTERNATIONAL VOLUNTEERS	53
<hr/>	
MEMORABLE MOMENTS	54

ABBREVIATIONS

AVI	Australian Volunteers International
CANSEA	Climate Action Network-Southeast Asia
CEPF	The Critical Ecosystem Partnership Fund
CSER	Corporate Social and Environmental Responsibility
CSIRO	The Commonwealth Scientific and Industrial Research Organisation
DSCS	Damen Song Cam Shipyard Co., Ltd
DOW	Dow Chemical Viet Nam
EPR	Extended Producer Responsibility
ESG	Environmental, Social, and Governance
GAIA	Global Alliance for Incinerator Alternatives
GNI	GoodNeighbors International
GPAP/WEF	Global Plastic Action Partnership/World Economic Forum
GPML	The Global Partnership on Plastic Pollution and Marine Litter
H&M	H&M Hennes & Mauritz
IDH	IDH – The Sustainable Trade Initiative
IUCN	International Union for Conservation of Nature
LSPP	Local Solutions for Plastic Pollution

AND ACRONYMS

MKCF	Mekong-Korea Cooperation Fund
NPAP	National Plastic Action Partnership
OSEAN	Our Sea of East Asia Network
PAN	Plastic Action Network
PE	Pacific Environment
PHA	Plastic and Health Action Partnership
TBC Ball	TBC-Ball Beverage Can Viet Nam Co., Ltd.
SUPs	Single-Use Plastics
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
USAID	United States Agency for International Development
VNIDA	Viet Nam Independent Directors Association
VUSTA	Viet Nam Union of Science and Technology Associations
VZWA	Viet Nam Zero Waste Alliance
Winrock	Winrock International
WIWWs	Women Informal Waste Workers
ZHub	Zero Waste Schools and More



GreenHub's Co-founders (from left to right Ms. Trang, Ms. Van, Ms. Hoa) meeting with Mr. Boris (Advisor), Ha Noi, 2016.

THE BIRTH OF GREENHUB

In the early 2010s, Viet Nam's rapid economic growth was accompanied by increasingly visible environmental and public health challenges. Household solid waste rose steadily in both urban and rural areas, plastic pollution leaked into rivers and oceans, open burning remained widespread, and natural resources came under mounting pressure. These problems were no longer abstract - they directly affected daily life, from food safety and water quality to air pollution and public health. Women and informal waste workers were particularly vulnerable to the health and environmental risks, often facing unsafe conditions. Meanwhile, communities reliant on agriculture, tourism, and coastal ecosystems bore the cumulative impacts of pollution and climate change. For younger generations, environmental risks were gradually becoming "normalized".

During this period, Viet Nam saw a growing number of pilot programs and environmental initiatives aimed at addressing these challenges. Efforts ranged from awareness-raising campaigns to coastal clean-ups and short-term interventions. While important, many initiatives focused primarily on immediate action and lacked a critical next step: the systematic collection and analysis of data on waste quantities, sources, composition, environmental impacts, and the effectiveness of proposed solutions. As a result, outcomes often remained fragmented, limiting their ability to inform long-term strategies or policy development.

This gap between action and scientific evidence became a defining challenge for waste management and sustainable agriculture development in Viet Nam and a key motivation behind the founding of GreenHub. From the outset, GreenHub chose a science and evidence-based approach, focusing on developing waste management models grounded in waste auditing, data collection, and analysis. Importantly, GreenHub implemented these solutions through a gender equality, diversity, and social inclusion approach, actively strengthening the role of women informal waste workers in the plastic recycling value chain and ethnic minority women in agriculture value chain. Early on, the organization actively sought partnerships with international institutions to adopt advanced waste assessment and monitoring methodologies.

Through collaboration with GAIA, GreenHub was introduced to alternatives to waste incineration and gained early exposure to the Zero Waste model through the Zero Waste Academy. At the same time, support from CSIRO (Australia) enabled GreenHub to contribute to a global research initiative, learning from international experience in managing land-based sources of marine debris and an emerging field in Viet Nam at the time.



GreenHub taking part in Zero Waste Academy, Dumaguete, 2018.

Building on these foundations, GreenHub gradually developed practical guidelines, tools, and systems for waste auditing, monitoring, and management tailored to the Vietnamese context. Long-term projects and pilot models were designed, tested, refined, and scaled, integrating communication, education, and community-based practice rooted in scientific evidence. Insights and data generated through this work have since informed policy development, contributing to key national frameworks, including the National Action Plan on Marine Plastic Debris Management to 2030, the Marine Plastic Waste Management Plan for the Fisheries Sector, the revised Law on Environmental Protection (2020), and policies related to Extended Producer Responsibility (EPR).

From its data-driven beginnings, GreenHub has shaped its role as a pioneering organization advancing green development in Viet Nam.

MANAGEMENT BOARD'S MESSAGE

Founded with the mission of connecting resources and promoting sustainable practices, GreenHub has experienced an inspiring decade in its journey to protect the environment in Viet Nam. Each milestone is a testament to GreenHub's dedication to tackling waste management in Viet Nam and promoting environmental protection. GreenHub's rich history has laid the foundations for another decade of meaningful work that meets current challenges in Viet Nam:



Mr. Truong Manh Tien
 Advisor and Co-Founder, GreenHub
 Member of the Presidium, Viet Nam Union of Science and Technology Associations (VUSTA)
 Editor-in-Chief, Environmental Economics Magazine

Foundation Phase (2016 - 2018): The establishment of a dedicated team of passionate experts, with a strong focus on plastic waste research and biodiversity conservation in heritage sites such as Ha Long Bay and Cat Ba Archipelago.

Scaling-up Phase (2023 - 2026): Affirming its position as a leading science and technology organization, GreenHub has applied digital skills to environmental protection efforts while engaging youth and promoting gender equality in green development.

In the next phase of its journey, GreenHub remains committed to serving as a “connecting hub,” spreading green lifestyles and innovative solutions towards a Zero Waste Viet Nam that is resilient to climate change.



*Management meeting, Ha Noi, 2016.
 (From right to left: Ms. Van, Mr. Hoi, Mr. Tien, Ms. Hoa, Ms. Trang)*



*Management meeting, Ha Noi, 2025.
 (From right to left: Mr. Boris, Mr. Tien, Ms. Le, Ms. Hoa)*

DIRECTOR'S MESSAGE

Ten years may not be a long journey in the flow of time, but for us, it has been a powerful journey of perseverance and resilience - dedicated to our core values and solidifying our identity as a science and technology organization.

We are proud of our contributions to national environmental and waste policies. Using scientific data and pilot models, we provided evidence for key frameworks, including the amended Law on Environmental Protection (2020), the National Action Plan on Marine Plastic Waste in Fisheries, and the draft EPR Decree (2024). We also supported provincial initiatives in solid waste and plastic waste management in Quang Ninh, Hai Phòng, Da Nang, Phu Yen (Dak Lak), Can Tho.

From day one, GreenHub has focused on building partnerships. Our extensive network of national and international partners provides a wealth of knowledge, supporting us in delivering impactful projects. We have continuously welcomed skilled volunteers from the Australian Volunteers Program (AVP) since our first year, co-founded the Viet Nam Zero Waste Alliance (VWZA) in 2017, formally became a member of IUCN in 2021 following many successful collaborations, and are co-founders and members of CANSEA, NPAP, GPML, OSEAN, PHA, GAIA, ZHub, GHG Viet Nam, and VNIDA.

As we enter a new decade, we face both urgency and opportunity for meaningful environmental action. Climate impacts are intensifying, technology is opening new possibilities, and the world is calling for transparent, data-driven, and transformative action for a more circular, low-impact economy. GreenHub aims to become a leading strategic partner, integrating science, community engagement, women and youth involvement, and policy to advance green and sustainable development in Viet Nam. We draw strength from our advisors, partners, donors, and the many communities whose trust and support guide our work. Their belief in our mission has carried us forward at every step.

This 2016 - 2026 report is not only a record of our milestones, but a celebration of shared purpose and resilience. It is a promise to keep learning, innovating, and harnessing science to drive our sustainability goals. We are determined to make the decade ahead filled with hope and action towards sustainable communities, circular livelihoods and nature conservation.



Ms. Tran Thi Hoa
Chairwoman of Founding Council, Director of GreenHub

10 YEARS OF COMMUNITY

Mission

To connect communities and resources to embrace green lifestyle practices, sustainable production & nature conservation.

Action Timeline

- Implemented Organizational Development System Project with The Critical Ecosystem Partnership Fund (CEPF)
- Co-founded the Viet Nam Zero Waste Alliance
- Implemented the Hanoi Clean Air Green City Initiatives with Live and Learn and Ha Noi DONRE
- Conducted Plastic pollution research and survey across Viet Nam, and began to develop a waste monitoring database with CSIRO
- 05 officers, 07 advisors, 08 volunteers
- Completed GreenHub's Handbook of Organizational Culture
- Implemented Empowering Women with the Women's Union in Ha Long Bay project
- Started the **Zero Waste project in Phu Yen (now Dak Lak) funded by Pacific Environment (PE - Phase 1)**
- Monitored Marine Litter at 13 sites in 11 Marine Protected Areas across Viet Nam
- 12 officers, 08 advisors, 06 volunteers

2017

2019

2016

2018

2020

- GreenHub established
- GreenHub began a partnership with the AVI
- Strategic partnership established with IUCN and conducted the Youth Engaging to Address Marine Debris Initiative in Ha Long Bay
- Piloted partnership project to support ethnic minority women with UNDP in mountainous provinces across Viet Nam
- 04 officers, 03 advisors, 03 volunteers
- Developed Fundraising Plan and Development Strategy 2018 – 2020
- The Green Bay project funded by USAID
- Community-Based Conservation and Waste Management in Cat Ba Archipelago Biosphere Reserve project
- Implemented the Plastic Action Network project funded by Coca-Cola Foundation and Co-founder of the PAN network
- 10 officers, 08 advisors, 05 volunteers
- Covid-19 pandemic interrupted activities
- Contributed to the National Action Plan on Marine Plastic Waste Management for the Fisheries Sector (2020 – 2030)
- Assessed waste in river and coastal sites in over 10 provinces of Viet Nam
- Implemented the **Local Solutions for Plastic Pollution Project funded by USAID**
- 16 officers, 08 advisors, 10 volunteers

AND ENVIRONMENTAL ACTION

Vision

The strong, resilient, inclusive, green development of Viet Nam.

- Set out the 2021-2025 development strategy for the organization
- Initiated the Zero Waste Schools and More - ZHub program funded by H&M
- Promote Circular Economy Solutions in Can Gio to Reduce Marine Plastic Waste with Coca-Cola Foundation
- Initiated the Empowering Women in the Plastic Waste Recycling Value Chain in Phu Yen Project with The Incubation Network
- 27 officers, 08 advisors, 07 volunteers
- Conducted the Closing the Loop on Plastic Waste in Ha Noi, Da Nang, Hoi An project
- **Conducted the Turning Vision into Execution in Viet Nam funded by Pacific Environment (PE - Phase 2)**
- Conducted the Pilot Model of Circular Economy in Waste Management Project in Lam Dong Commune with Damen Song Cam Shipyard Co., Ltd
- 24 officers, 08 advisors, 17 volunteers
- Set out the 2026-2030 development strategy for the organization
- Conducted the Empowering WIWWs funded by GPAP/WEF
- **Turning for Zero Plastic Waste in Phu Yen Project (Phase 3)**
- Conducted the Gen-G Ambassador 2025 program with Panasonic Viet Nam and E-learning funded by Apple
- Conducted the Youth Climate Networks for a Just Transition in the Mekong Delta Project with British Council, DOW
- 12 officers, 12 advisors, 08 volunteers

2021

2023

2025

2022

2024

- Co-founded the Plastic and Health Action Partnership (PHA)
- Contributed to Decree No. 08/2022/ND-CP, which established the legal framework for Extended Producer Responsibility (EPR)
- Conducted the Pioneering Company, Community and Consumer Responsibility in Plastic Waste Reduction Project funded by USAID
- Conducted the Journey to a Zero Waste to the Mekong River Project funded by DOW
- 27 officers, 08 advisors, 06 volunteers
- GreenHub and VZWA contributed to the draft EPR Decree
- Phu Yen issued a plan to reduce SUPs with GreenHub's support
- Children and Teachers Unite for an Environmental Protection Journey in Ha Giang (now Tuyen Quang) funded by DOW, Global Giving
- Addressed local environmental issues through CSER activities in collaboration with GNI, and enterprises such as TBC Ball, Spin Master
- 14 officers, 08 advisors, 09 volunteers

GreenHub's Team



Tran Thi Hoa
Chairwoman of Founding Board,
Management Board, Director



Truong Manh Tien
Co-founder, Management
Board Member, Advisor



Tran Hoai Le
Management Board Member



Nguyen Chu Hoi
Advisor



Nguyen Thi Kim Thai
Advisor



Boris Fabres
Advisor



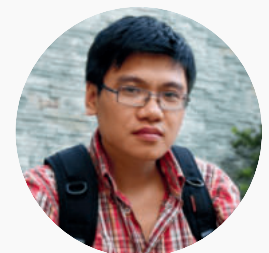
Vu Thi Minh Luan
Advisor



Nguyen Thi Ha
Advisor



Vo Hoang Nga
Advisor



Vu Xuan Anh
Advisor



Nguyen Duc Vinh
Advisor



Emily Contador-Kelsall
Advisor



Nguyen Thi Le Hoa
Advisor



John Davoren
Advisor



Nguyen Thi Thu Trang
Co-founder



Nguyen Thi Thanh Van
Co-founder



Dinh Hong Quang
Deputy Director



Le Thuy Linh
Public Affairs Specialist



Nguyen Van Cong
Environmental Management
and MEL Specialist



Dinh Thu Hang
Project Manager



Nguyen Bao Han
Project Cordinator



Duong Thi Minh Ly
Project Officer



Nguyen Thi Xuan Huong
Communication Officer



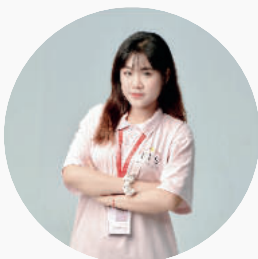
Truong Khanh Linh
Program Assistant



Dao Thi Huyen Diu
Finance & HR Assistant



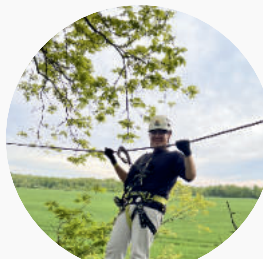
Pham Huyen Trang
Finance & HR Assistant



Tran Minh Ngoc
Communication Intern



Dao Phuong Thao
Communication Intern



Nguyen Nhu Nam
Website Development

IMPACT AREAS

GreenHub develops and implements effective, evidence-based practices that help Viet Nam to achieve sustainable livelihoods, promote green development, and create resilient communities. We offer technical expertise and consulting services to partners and communities, especially those led by women and youth, who are disproportionately impacted by environmental pollution and climate change. We assist in community development and capacity building, ensuring our impact can be sustained by the communities we work in. We cultivate partners, train youth and connect community members to resources that improve their lives and environments. We share our experiences and insights to advocate for policies that advance Viet Nam’s green growth and development.

GreenHub effects changes in the following areas:



Zero Waste



Marine Litter and Plastic Pollution



Inclusive Business and Green Livelihoods



Nature Conservation

We also enhance CSER and ESG initiatives to promote corporate sustainable strategy and mobilize resources to solve the local environmental issues.



Staff of Dow Chemical Vietnam Co., Ltd. experiencing activities at the “Youth Action for Climate Change Adaptation” exhibition, Can Tho, 2025.

Zero Waste

Over the past decade, GreenHub has pioneered the Zero Waste approach in Viet Nam by evaluating waste systems and designing practical, locally adapted models. These models focus on waste reduction, sorting, reuse, and recycling, and have been applied across communities, businesses, educational institutions, and tourism enterprises nationwide. In this context, GreenHub's strategy aims to strengthen integrated solid waste management and implement solutions to promote waste reduction. GreenHub has also strengthened Zero Waste networks, built professional capacity and contributed to the national database, and policy advocacy. Through this integrated approach, GreenHub has enabled community-led solutions that create lasting environmental and social impact.

A flagship example is the Zero Waste Schools & More (ZHub) program. Through schools and universities, ZHub engages young people and their communities in adopting sustainable lifestyles. By co-developing evidence-based tailored waste systems, visual learning materials, and experiential education, GreenHub supports long-term behavior change while connecting schools nationwide with partners through our ZHub network.



Representatives from To Hien Thanh Primary School, GreenHub, Clear Rivers and Can Tho City Department of Natural Resources and Environment signing an agreement to implement the "Green School and Waste Reduction" model, Can Tho, 2024.



Teachers and students at Trung Yen Primary School practicing organic composting, Ha Noi, 2023.

Marine Litter and Plastic Pollution

Marine litter and plastic pollution are core impact areas of GreenHub. GreenHub implements waste management systems to address the root causes of marine plastic litter, reduce its negative impacts, and promote waste reduction solutions. In parallel, GreenHub strengthens solid waste management by reducing waste at the source, promoting Zero Waste and circular economy solutions, and supporting communities, schools, markets, and businesses to co-design practical models for waste collection, sorting, reuse, and recycling. Together, these approaches enhance local action to tackle plastic pollution, while generating data to inform policy and long-term solutions.



GreenHub, together with staff from tourism, hospitality, and travel businesses, joining cleanup activities under the "Action for a Green Ha Long" campaign in Ha Long Bay, Quang Ninh, 2018.

This approach is demonstrated through flagship initiatives such as the Local Solutions to Plastic Pollution project (2020–2023), and activities including public awareness campaigns, capacity building for local stakeholders, and evidence-based research such as marine debris monitoring and waste audits.

We support the Vietnamese Government in responding to the plastic pollution crisis and enforcing commitments in the National Action Plan for Management of Marine Plastic Litter by 2030, and the legal frameworks and guiding principles in the EPR mechanism for businesses in Viet Nam.



GreenHub and volunteers collecting waste during the “Our Ocean Is Not Home for Plastic” campaign, Phu Yen (now Dak Lak), 2023.

Nature Conservation

Nature conservation is a central focus of GreenHub’s work, guided by community-based approaches that place people at the heart of environmental protection. GreenHub integrates conservation scientific research, environmental education, participatory engagement, and behavior change communication to safeguard natural ecosystems and critical habitats. By linking scientific knowledge with local action, GreenHub supports communities in understanding ecological values and environmental risks while promoting sustainable livelihoods and strengthening community resilience.



GreenHub, in collaboration with IUCN and Bai Tu Long National Park, organizing a waste sorting training session for local residents on Minh Chau Island, Quang Ninh, 2018.

A case illustrating GreenHub's nature conservation approach is its support to develop a localized conservation strategy for the Cat Ba Archipelago, a recognized Key Biodiversity Area. This strategy was designed in close collaboration with Cat Ba National Park and the Cat Ba Biosphere Reserve. Through multi-stakeholder consultations, the project integrated waste management solutions with biodiversity protection efforts, strengthened the capacity of local communities and authorities in reef conservation, and generated scientific evidence to inform national policy discussions on marine plastic waste.

Inclusive Business and Green Livelihoods

GreenHub promotes green livelihoods through an inclusive business approach, ensuring that farmers, local communities, and vulnerable groups can actively participate and benefit. We aim to address the drivers of unsustainable livelihoods that lead to biodiversity loss and habitat destruction, creating sustainable alternatives. GreenHub researches and promotes sustainable livelihood methods, supporting the creation of stable livelihoods for local people. We apply circular approaches to livelihood activities, promoting traditional and alternative livelihoods that are environmentally friendly, and providing guidance on reducing waste and greenhouse gas emissions generated from livelihood activities. These supports are delivered by providing evidence-based solutions in agricultural practices, business skills development, resource mobilization, and access to fair and socially responsible markets, while mainstreaming waste reduction in production and consumption.



*Making bio-detergent at Chop Chai Cooperative,
Phu Yen (Now Dak Lak), 2025.*

For example, GreenHub promotes sustainable and resilient agricultural production in Bac Ha (Lao Cai province), through nature-based solutions, combining data-driven insights with communication, education, and capacity building to engage stakeholders and inform action. The cooperatives led by women have been supported to promote business opportunities from local traditional products through a network of social impact enterprises. It also includes the utilization of Indigenous knowledge that balances economic viability and biodiversity conservation.

CSER and ESG Support

The business sector is a vital partner in addressing nature conservation, solid waste and plastic pollution, particularly from industry and agriculture. Since our establishment, GreenHub has prioritized business engagement and collaborated with this sector to design effective cooperation programs that generate positive environmental and social impacts. Through tailored consultation and support, we accompany companies on their CSER and ESG journeys by connecting them with relevant resources, experts, and communities. We work with businesses in two ways: running programs with businesses and their staff, and designing projects with communities that businesses can support.

CSER initiatives and ESG support have become one of our main cross-cutting programs. This approach is reflected in GreenHub's partnerships and collaboration with Damen Song Cam, DOW, H&M, and more. Our initiatives with businesses across Vietnam have contributed to improved waste segregation practices, reduced waste sent to landfill and leaking into the environment, and promoting circular economy models at the community level. This effort demonstrates how business–community partnerships can drive beneficial and lasting change.



Students experiencing jeans recycling in a workshop organized by GreenHub and H&M, Ha Noi, 2024.



Young people pitching their sustainable development initiatives in the Gen G Ambassador 2025 program organized by Panasonic and GreenHub, Ha Noi, 2025.

10 YEARS OF ACHIEVEMENT

Where We Work



Northern Region

Lao Cai, Son La, Cao Bang, Tuyen Quang, Ha Noi, Quang Ninh, Thai Nguyen, Hai Phong, Phu Tho

Central Region

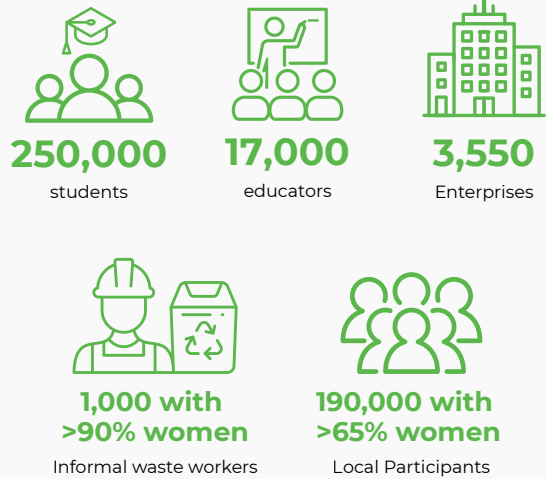
Quang Tri, Da Nang, Quang Ngai, Lam Dong, Dak Lak, Khanh Hoa

Southern Region

Ho Chi Minh City, Can Tho, An Giang

A Decade of Impact: 69 Projects

Communities



Waste



734,000 kg

Total Waste Collected, Sorted, Audited & Recycled



262,000 kg

Recyclable Waste and Organic Waste composted

Sites



7 core schools and 350 schools

in the Zero Waste network



18

Cities and Provinces

I greatly appreciate GreenHub's persistent and creative efforts over the years. GreenHub's impactful projects have delivered real, meaningful results. With a clear mission and a well-founded approach, GreenHub has established itself as Viet Nam's dynamic science and technology organization with a strong sense of social responsibility. I am confident that GreenHub will continue to grow and make even greater contributions in the years ahead.

COMMUNITY AND PARTNER VOICES



Ms. Nguyen Thi Thanh Huyen – Deputy Head of the Department of Science and International Cooperation, VUSTA



Ms. Nguyen Tran Tu Trinh – Vice Principal, To Hien Thanh Primary School

I have witnessed GreenHub's professionalism and strong commitment throughout their implementation process of the projects placed at my school. Their activities were thoughtfully designed to suit students' age groups and carried high educational value. The team's close coordination, strong sense of responsibility, and openness to feedback left a very positive impression on us. We trust that GreenHub will continue to grow and spread positive values to the community in the future.

We have worked together toward a Zero Waste vision since 2017. In my view, they are a Vietnamese pioneering organization with a sustainability vision, consistently promoting environmental protection solutions rooted in local communities. Their work, especially with WIWWs, is highly practical and creative, generating long-term positive social impact through a professional, dedicated, and inspiring approach. I hope GreenHub will continue to play a leading role as we work alongside Pacific Environment and Viet Nam Zero Waste Alliance to successfully implement our joint programs and projects in the years ahead.

COMMUNITY AND PARTNER VOICES



Ms. Quach Thi Xuan – Country Representative, Pacific Environment Viet Nam



Mr. Huynh Huy Viet – Head of General Affairs Division, Dak Lak Sub-Department of Environmental Protection

Over the past six years, GreenHub has accompanied Phu Yen (now Dak Lak province) in environmental protection efforts, contributing to increased awareness and positive behavior change while piloting environmental protection models that have been widely embraced by local communities. We look forward to continued collaboration with GreenHub in Dak Lak, particularly in advancing solutions for municipal solid waste management, with a focus on waste segregation at source and plastic waste reduction in the coming period.

VOLUNTEER/INTERN FEEDBACK

GreenHub's commitment to inclusive Zero Waste solutions and its meaningful collaboration with communities are at the heart of the organisation. I saw how this drove the team during my time working with GreenHub. Going into the organisation's next decade, I look forward to seeing how the team carries forward this commitment.

Viet Nam is in a period of rapid change, bringing with it many challenges and opportunities for GreenHub. As GreenHub strives to scale up and strengthen Zero Waste practices in the country, it will need to be creative and resourceful. GreenHub has something unique to offer in its full-cycle, scientific approach to environmental solutions and close collaboration with communities. The team must continue to proactively nurture this foundation and passion as it navigates the increasingly challenging climate and waste crises alongside operational challenges. GreenHub has space to grow and I think this is really exciting for the organisation.



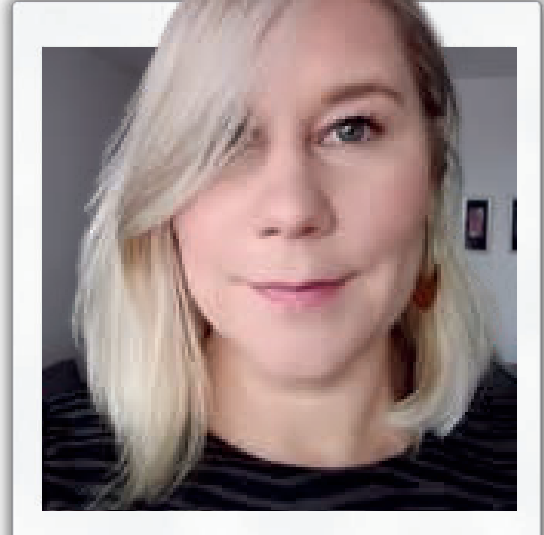
**Ms. Emily Contador-Kelsall - AVI
volunteer, Advisor Board**

It's an opportunity for the team to collaborate, to learn new skills and explore new developments in their speciality areas.

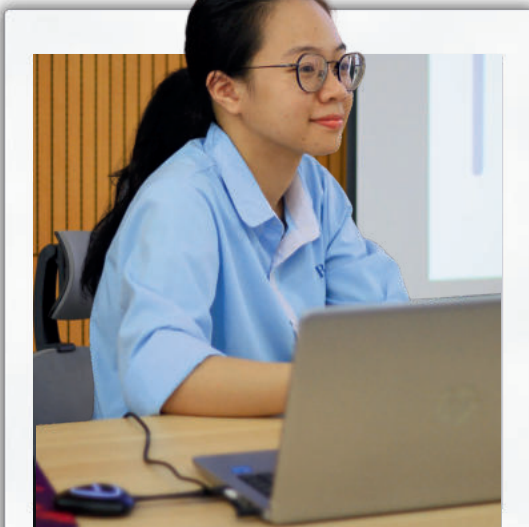
In the next decade, I look forward to seeing GreenHub scaling its successful models. The organization has developed a valuable network of partners and communities, and built successful models that reduce waste, empower communities and promote environmental protection. GreenHub has a rich portfolio of scalable models from reducing plastic waste in markets and hotels, to collaborations with Women Informal Waste Workers to improve recycling rates, that it needs to promote, communicate and adapt to new contexts.

Reflecting on my time as an early volunteer, I am incredibly proud to see how far GreenHub has come and the meaningful impact the organization continues to make. Having worked on the strategy for the future, it has been inspiring to watch the team go from strength to strength, turning ideas that once existed only on paper into real, tangible change. I look forward to seeing GreenHub deepen its reach and expand its initiatives even further, while staying true to the values that shaped its foundation. Congratulations on reaching the 10 year mark and I am also proud to have been able to contribute in a small way to the success of Greenhub!

VOLUNTEER/INTERN FEEDBACK



Ms. Paula Gill - the first AVI volunteer



Ms. Pham Thi Thu Hang - Former Intern and Assistant, GreenHub

GreenHub allowed me to work with kind and inspiring people, gain valuable knowledge about environmental issues and green lifestyles, and grow gradually, from small everyday tasks to professional experiences working with partners and donors. I deeply value the organization's supportive yet disciplined working environment, which nurtures young people's development. I am proud to have played a small part in spreading positive values to the community and wish GreenHub continued resilience and dedication in pursuing its mission for green living.

INSPIRING STORIES

Community-Based Conservation and Waste Management in Cat Ba

The Cat Ba Archipelago is home to rich biodiversity and is a UNESCO World Biosphere Reserve. Highlighting the beauty of nature, it stands as a reminder of our responsibility to protect natural heritage.



Residents and business owners interested in biodegradable plastic bags during an awareness program at Cat Ba Market, Hai Phong, 2020.

This growing waste challenge posed a serious risk to biodiversity conservation and the long-term protection of Cat Ba's natural ecosystems. Recognizing this, GreenHub identified Cat Ba as a priority area within its Nature Conservation Program. From the beginning, GreenHub adopted a long-term and integrated approach linking nature conservation with waste management, recognizing waste reduction as essential to ecosystem protection.



The slogan "Cat Ba says no to single-use plastics" appearing at an event in Cat Ba, Hai Phong, 2019.



GreenHub participating in waste sorting with volunteers during a waste audit in Cat Ba, Hai Phong, 2018.

With support from The Critical Ecosystem Partnership Fund and IUCN, GreenHub worked closely with key stakeholders, including the Cat Ba National Park Management Board, the Cat Ba Biosphere Reserve Authorities, environmental service providers, and private sector actors. Through consultation and collaboration, partners jointly developed an integrated Nature Conservation and Waste Management Plan for the Cat Ba archipelago. At the community level, GreenHub emphasized awareness-building and engagement, helping local communities better understand the connection between waste practices and ecosystem health.



Students participating in activities at the “Turning Waste into Money” exhibition at Cat Ba Town Square, Hai Phong, 2019.

Working with GreenHub has enabled effective activities with positive local environmental impacts. We fully support and are ready to facilitate GreenHub’s activities in Cat Ba.

--- Mr. Le Thanh Tuyen, Representative of the Cat Ba Biosphere Reserve ---

The initiative marked an important step in GreenHub’s development in the field of nature conservation. Building on this foundation, GreenHub worked with communities to develop a Local Conservation Strategy for Cat Ba. Through this work, GreenHub positioned itself as a trusted bridge connecting communities, authorities, and stakeholders, advancing integrated solutions that protect nature while promoting sustainable waste management practices.



GreenHub accompanying businesses in the seminar program “Tourism Enterprises Act to Reduce Ocean Plastic Pollution” in Cat Ba, Hai Phong, 2019.



Seapearl Hotel pioneering the use of bamboo straws and cups, as well as eliminating single-use plastic in the hotel, Hai Phong, 2019.

Technology Opens Doors for Livelihoods

In the remote mountains of Bac Kan province (now Thai Nguyen province), traditional herbal products carry valuable indigenous knowledge but often remain confined to local markets. Despite abundant natural resources, many cooperatives - especially those led by ethnic minority women - face challenges in reaching wider customers and improving their income.

The story of Ms. Ma Thi Mien, Deputy Director of Bao Chau Herbal Cooperative, reflects this situation. Before 2019, the cooperative mainly produced and sold herbal medicines within the local area, operating on a small scale with limited revenue. Expanding to new markets depended on traditional channels, making growth difficult.

In 2019, with support from GreenHub, the cooperative participated in training on marketing and Members learned to use social media platforms such as Facebook and Zalo, as well as e-commerce marketplaces like Shopee, Sendo, and Voso.vn. GreenHub also supported improvements in packaging design, product branding, and online promotion. As a result, Bao Chau's products reached customers nationwide, increasing demand and raising members' incomes to around 8 million VND per month - a significant improvement for the mountainous region.

GreenHub further introduced the Participatory Guarantee System (PGS) to strengthen quality management and build consumer trust.



Store owners distributing fresh food surveying products from local agricultural cooperatives at the Market Connection Dialogue in Bac Kan (now Thai Nguyen), 2020.



The journey of Bao Chau Cooperative shows that when technology is combined with indigenous knowledge and targeted support, highland women can become agents of change - expanding markets, improving livelihoods, and preserving traditional values for sustainable development.



GreenHub and turmeric farmers under BKAGR Enterprise practising data inspection of production records, Bac Kan (now Thai Nguyen), 2020.

Managing consistent quality from start to finish was our biggest challenge... Since applying PGS, quality control has improved and become more systematic and time-saving. For small and medium enterprises, PGS is a suitable solution.

---- Ms. Mai, Deputy Director of Vinh Ha Enterprise ----



Ms. Tran Thi Thanh Binh guiding farmers in cross-inspection and recording inspection minutes, Bac Kan (now Thai Nguyen), 2020.



Representatives of cooperatives expressing their desire to apply the PGS in the seminar "Introduction to the Project Supporting Social Impact Business", Bac Kan (now Thai Nguyen), 2019.

From Local Herbs to Community-Based Tourism - The Journey of Y Ty Herbal Cooperative (Lao Cai)

In the highlands of Y Ty, Lao Cai, the dramatic landscapes and rich cultural traditions of the Ha Nhi people offer strong potential for sustainable livelihoods. Yet for many local communities, turning these advantages - especially indigenous herbal resources - into stable income has remained a challenge, with limited market access and business capacity.

Founded in 2016 by Mr. Hoan, the Y Ty Herbal Cooperative initially focused on producing traditional herbal bath and essential oil products. This model created jobs for residents and helped preserve indigenous knowledge. However, the cooperative operated on a small scale, and opportunities to increase product value and expand income sources were limited.

In 2021, as COVID-19 significantly affected local economic activities, the cooperative joined a business support initiative implemented by GreenHub and partners with support from the GREAT project. Through targeted training and ongoing mentoring, GreenHub supported the cooperative to reassess its strategy, strengthen management skills, and explore diversified livelihood options. This process encouraged a shift from product-based production toward an integrated model combining local resources with experiential services.



A part of the area and the scenery near the region of Y Ty Farmstay, Lao Cai, 2025.



Local member who established the Y Ty Medicinal Herbs Cooperative taking photos together, Lao Cai, 2025.

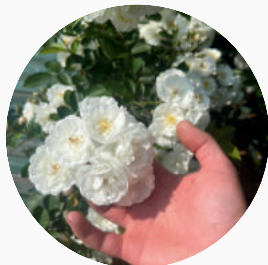


Guests participating in seedling activities with local people, Lao Cai, 2025.

With this support, the cooperative developed Y Ty Farmstay, linking herbal production with community-based tourism. The initiative included planting additional medicinal plants and local flowers, improving landscapes, and creating spaces for visitors to experience traditional wellness practices and local culture. At the same time, the cooperative improved internal coordination and strengthened collaboration with local authorities and community members to ensure a stable raw material supply and shared benefits.



Planting additional medicinal plants



Planting local flowers



Improving landscapes



Experience traditional wellness practices

Reflecting on this transition, Mr. Hoan shared:

“Y Ty is beautiful not only for its nature, but also for its people and culture. This understanding became the foundation for our long-term development.”

Today, Y Ty Farmstay is more than a livelihood model; it is a space that preserves and promotes Ha Nhi cultural values while supporting local income. The experience shows that when communities build on local strengths, combine indigenous knowledge with new skills, and receive appropriate support, they can create sustainable economic models that strengthen resilience and drive long-term, community-led development.



A guest wearing traditional Ha Nhi attire at Y Ty Farmstay, Lao Cai, 2025.

Empowering Women with the Women's Union (Ha Long City)

In Ha Long City, the pressures of rapid urban growth are felt not only along the coastline but also in waste management. Plastic waste is often treated as the end of a linear process - used and discarded. Behind this system, however, are overlooked social realities, particularly the experiences of informal waste workers. Many of these are women, drawn into informal recycling and sorting due to limited livelihood options and flexible entry requirements. Despite their significant role, the contributions, challenges, and vulnerabilities of informal waste workers are rarely reflected in waste management policies or solutions.

Building on partnerships and lessons from earlier initiatives in Ha Long (PAN project), GreenHub deepened its focus on the intersection of plastic waste, livelihoods, and social inclusion. In 2019, GreenHub partnered with EverGreen Labs, with support from IDH, to better understand the barriers faced by women working in the informal waste sector. Through a cross-sectoral study, the team assessed waste collection systems, policy mechanisms, and market incentives for plastic waste management in Ha Long City, while identifying opportunities to engage local businesses in more sustainable solutions. The findings informed GreenHub's practical, locally relevant recommendations linking plastic waste reduction with livelihood development.



Ha Long Women's Union participating in the Training Workshop on the Women's Entrepreneurship Model, Ha Long, 2020.



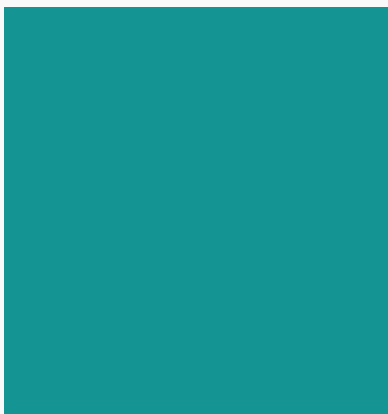
Women using excess brick tight to create bags, Ha Long, 2019.



A woman sewing products from recycled canvas, Ha Long, 2019.



A member of the Ha Long Women's Union recycling plastic bottles into art products, Ha Long, 2020.





Members of the Ha Long Women's Union collecting waste to sell as scrap, and the money using to purchase health insurance for members in need, Ha Long, 2020.



GreenHub taking a photo with representatives of the Ha Long City Women's Union after a direct discussion about the challenges of waste collection, Ha Long, 2020.

Developed from this evidence, GreenHub worked with the local Women's Union across five wards of Ha Long City to strengthen women's capacity in environmental management and develop livelihood models based on plastic recycling and circular economy principles. Among these, Ha Trung Ward stood out, with upcycling initiatives and waste-based business models, including the Green Life Ha Long Cooperative.

Mrs. Hang, a Women's Union member, reflected on the experience:

“We don't think that we've just taken part in a short project. We see this as something permanent. The skills we've learned will stay with us.”

These models created additional income opportunities while strengthening women's confidence, collective voice, and role in local environmental decision-making. From this pilot, GreenHub reinforced its role as a connector linking communities, civil society, and local businesses to advance women-led, circular economy solutions that reduce plastic waste while supporting inclusive green development in Viet Nam.

Phu Yen’s Six-Year Journey Toward Zero Waste: From Community Action to Systemic Change (2019–2025)

Phu Yen Province (now Dak Lak Province) is a coastal area with a rich marine ecosystem and livelihoods tied to fisheries and tourism. It faces growing challenges from plastic and solid waste, which threaten livelihoods and the environment. In fact, waste separation at source was limited when GreenHub first started working with the province, single-use plastics were widespread in schools and markets, and WIWWs played a critical but largely unrecognized role in recycling systems.

GreenHub’s work in Phu Yen began with pilot Zero Waste models and partnerships with provincial authorities, Women’s Unions, schools, and businesses to design and test solutions while building trust among key stakeholders. Early interventions included the province’s first Zero Waste school, a Zero Waste market pilot at Ward 7 Market, and engagement with households, hotels, and waste workers.

The women were at the center of change in the journey. They form the backbone of local recycling systems, yet have historically faced unsafe working conditions, unstable incomes, and limited recognition. Through activities, WIWWs received occupational health and safety training, health check-ups, leadership development, and opportunities for peer learning and exchange. Their knowledge and lived experience were acknowledged as expertise, contributing directly to provincial waste management discussions and action plans.



Students using a water refill station at Phan Dinh Phung High School, Phu Yen (Now Dak Lak), 2024.



A representative from the Phu Yen Ward Women’s Union speaking at the “Community Day on Connection and Network Expansion for the Women Informal Recyclable Waste Workers”, Phu Yen (Now Dak Lak), 2025.



Members of the Women’s Recyclable Waste Collectors Club receiving labor protection support during the Club’s Launching Ceremony, Phu Yen (Now Dak Lak), 2025.

As Mrs. Yen, a WIWW in Phu Yen, shared during a training session

“For the first time, I feel that my work is recognized not only as a way to earn a living, but as a contribution to protecting the environment.”

In this journey, GreenHub’s role has been to connect stakeholders, provide evidence-based technical support, amplify community leadership, and accompany the province in turning vision into execution.

With our technical support, the province committed to implementing Zero Waste practices in all schools by 2025.

Today, Phu Yen stands as a national example of a locally led Zero Waste transition. At local markets across Tuy Hoa, reusable bags made into upcycled fishing nets have become a familiar sight. In schools, students sort waste, compost, and bring Zero Waste habits to their families. These visible changes are the outcome of a six-year journey led by communities, supported by GreenHub, to rethink how waste is managed from everyday practices to provincial policy.



WIWWs in Phu Yen and market vendors working together to promote plastic alternatives, Phu Yen (Now Dak Lak), 2024.



A woman selling fresh produce to customers using plastic storage containers, Phu Yen (Now Dak Lak), 2024.



GreenHub guiding market vendors on how to trade with customers without using single-use plastics, Phu Yen (Now Dak Lak), 2024.



The shopping net bag of a shopper at Ward 7 Market, Phu Yen (Now Dak Lak), 2024.

Where Change Begins: A School at the Heart of Zero Waste Schools and More (ZHub)

Every day at Lam Dong Kindergarten, children are encouraged to limit the use of single-use plastics and to sort their waste before class. Food scraps go into compost bins, recyclables are set aside, and classrooms are filled with teaching aids made from reused materials. These simple routines grew from a shared determination to create a healthier learning environment.

Mrs. Thuy, Principal of Lam Dong Kindergarten, first learned about GreenHub's work through community media at the local market. Recognizing its alignment with the school's vision for an environmentally friendly campus, she reached out to GreenHub and began applying the ZHub approach at her school.

As waste pollution continues to rise, children are among the most vulnerable groups due to their limited awareness and physical resilience to environmental impacts. In response, GreenHub developed the ZHub program to reduce waste - especially plastic waste - while nurturing healthy lifestyles and environmental responsibility.



Principal Thuy from Lam Dong Kindergarten sharing with GreenHub during a training session at Lam Dong Kindergarten, Hai Phong, 2024.

At Lam Dong Kindergarten, GreenHub began with an assessment of the school's waste management system. Based on the findings, the school's facilities were thoughtfully upgraded to meet new requirements, including waste-sorting bins, gardens and composting systems, Zero Waste school guidelines and signage, mural spaces, experiential learning areas, and teaching tools made from reused materials. Teachers and staff received training and integrated environmental topics into both lessons and hands-on activities, while waste sorting and recycling models were applied across the entire school. Beyond the school grounds, these practices were enthusiastically embraced by parents and families.

“The Zero Waste lifestyle is not only practiced within the school, but also encouraged among families and the surrounding community,”

– Ms. Thuy shared --

The positive changes drew attention from local authorities, the Department of Education and Training, and nearby schools. Lam Dong Kindergarten also joined GreenHub in community-based activities beyond the campus.

Through this journey, Lam Dong Kindergarten demonstrates how schools, when supported and empowered, can connect classrooms, families, and communities, helping Zero Waste habits take root in everyday life.



Students of Lam Dong Kindergarten sorting recyclable waste using the Zero Waste School Model, Hai Phong, 2024.

ZHUB

Zero Waste Schools & More



Students of Lam Dong Kindergarten learning about solutions to reduce the use of single-use plastics, Hai Phong, 2024.



GreenHub guiding kindergarten teachers at Lam Dong preschool on how to compost organic waste, Hai Phong, 2024.



Teachers and students of Lam Dong Kindergarten participating in mural painting activities, Hai Phong, 2024.



Students and parents of Lam Dong Kindergarten participating in mural painting activities, Hai Phong, 2024.



GreenHub introducing the program for teachers in Lam Dong Kindergarten, Hai Phong, 2024.

Children and Teachers Unite for an Environmental Journey

In the misty mountains of Ha Giang province (now Tuyen Quang province), many ethnic minority students face the intersecting challenges of clean water access, sanitation, and limited access to environmental education. Ethnic semi-boarding schools in the province reflected these realities, with students burning household waste, using unsafe water sources, and having limited awareness of the links between environmental conditions and health.

GreenHub began working with the Phieng Luong Primary and Secondary Ethnic Semi-Boarding School to tackle these issues. In 2024, a Knowledge-Attitude-Practice survey conducted by GreenHub revealed that nearly half of the students had experienced health issues related to environmental exposure, while teachers lacked appropriate tools and resources to teach clean water and waste management in ways suited to the highland context.



GreenHub using visual teaching aids to educate students about waste classification at Phieng Luong School, Ha Giang (now Tuyen Quang), 2025.



Students at Phieng Luong School interacting actively during a workshop, Ha Giang (now Tuyen Quang), 2024.



Representative of the students of Phieng Luong School, Thao Thi Kien, expressing their gratitude to the organizations at the summarizing seminar for the initiative "Model of clean water & schools without trash", Ha Giang, (now Tuyen Quang), 2025.



Rather than applying pre-designed models, GreenHub worked alongside teachers, students, education authorities, and experts to co-create learning tools. These tools were designed to be visual, practical, culturally appropriate, and relevant to local living conditions, as well as to the students' cognitive abilities at the school. A national design competition was organized to support the development of an interactive learning playground on water and the environment. Based on an approach that placed children and teachers at the center of change, emphasizing participation and local ownership, the project's impact extended beyond the classroom and strengthened collaboration between schools, families, and local authorities. The initiative engaged 378 students and 28 teachers, of which 65% were women, through training on waste separation and water conservation. This training was integrated into formal lessons and extracurricular activities. We also collaborated with school leaders and experts to improve school infrastructure to create a safer and more engaging learning environment.



Vi Ha Que - Deputy Head of the Bac Me District Department of Education and Training and Ms. Tran Thi Khanh Van visiting the KAP survey activities for students at Phieng Luong School, Ha Giang (now Tuyen Quang), 2024.



GreenHub talking to primary school students on their learning needs at Phieng Luong School in Ha Giang (Now Tuyen Quang), 2024.

Mr. Toe, Vice Chairman of Bac Me People's Committee, shared:

“The teachers and students were aware of protecting the environment and using clean water wisely. It also contributes to improving living conditions and preventing environmental risks.”

In Phieng Luong, environmental education became part of students' daily lives and practical experiences, integrated into their play, creative activities, and everyday routines. The school also joined the ZHub network, linking highland students to a broader movement for sustainable education in Viet Nam. This experience demonstrates that effective environmental education in highland areas must be participatory, visual, and grounded in the local context.

One Boat Against the Tide: Journey to a Zero Waste Mekong River

At sunset, as the Cai Rang Floating Market gradually settles, a small wooden boat moves slowly between the stilt houses along the river. On board is Mrs. Bay, stopping at each household to collect bags of waste. Quiet and steady, her daily routine carries a clear message: *this river can still be protected*.

For over 50 years, Mrs. Bay has lived on the waters of the Can Tho River, witnessing the market evolve from a thriving trading hub to a tourist destination facing growing environmental pressure. Like other households on the floating market, her life depends entirely on the river. Yet geographic isolation left this community outside formal waste collection systems, making throwing garbage into the river a long-standing habit and a growing threat to the Mekong River ecosystem.

This reality shaped the joint project “Zero Waste to Mekong River” by DOW Viet Nam and GreenHub. Instead of imposing top-down solutions, the initiative strengthened local responsibility and supported residents to take the lead in protecting their environment. After completing GreenHub’s training, Mrs. Bay emerged as a pioneering local leader, working alongside GreenHub to patiently mobilize her neighbors to sort and collect waste despite initial resistance and limited cooperation.

“Even if you throw waste into the river, I will still try to pick it up,”

Mrs. Bay said, steering her boat toward a plastic bottle just tossed away while she and GreenHub staff encouraged that household to collect waste instead.



Ms. Bay collecting garbage at households on the Can Tho River, 2022.

Over time, persistence led to change. By the project’s completion, all 40 households along the river began sorting and collecting waste, and the practice spread to hundreds of visiting boats.



Volunteers participating in a Clean-Up event at Con Son, Can Tho, 2022.

GreenHub’s work at Cai Rang reflects our broader aim of enabling sustainable communities by trusting, empowering, and supporting people to protect the resources their livelihoods depend on.



GreenHub working with the leadership of the Le Binh Ward People's Committee, specialists from the Department of Natural Resources and Environment of Cai Rang District within the project “Zero Waste to Mekong River: Pilot Circular Economy model for Floating markets in Can Tho”, 2022.

Between

September 2022

May 25, 2023

40

households along the river began sorting and collecting waste

9.5

kilograms of low-value plastic waste

550

kilograms of recyclable waste

1,000

kilograms of organic waste

were collected and properly treated from 40 households.

A woman cleaning plastic bags for reusable purposes at a household on Con Son, Can Tho, 2022.

Local Solution for Plastic Pollution: Closing the Loop on Plastic Waste in Hoi An

Central Viet Nam is well known for its long coastline, beautiful landscapes, and thriving tourism activities. It also produces and receives a massive amount of waste however, particularly “white pollution” caused by plastic. This challenge requires strong solutions and collective action.

From 2020, GreenHub worked with local partners to introduce practical, circular solutions for plastic waste management. Through the Local Solutions for Plastic Pollution (LSPP) project, GreenHub joined Hoi An city authorities and partners to co-develop a closed-loop model for low-value plastic waste, aligned with local policy priorities and community needs.



Employees of “The Happiness Shop” sewing recycled items, Hoi An (Now Da Nang), 2023.



“The Happiness Shop” welcoming a study tour group from Can Gio, Hoi An (Now Da Nang), 2023.

“The Happiness Shop” displaying some products at an event, Hoi An (Now Da Nang), 2022.

Students participating in the Recycling Workshop at “The Happiness Shop”, Hoi An (Now Da Nang), 2023.



Children participating in the recycling workshop organized by “The Happiness Shop”, Hoi An (Now Da Nang), 2022.



Recycled earrings displaying at the shop, Hoi An (Now Da Nang), 2022.



“The Happiness Shop” participating in a product exhibition event, Hoi An (Now Da Nang), 2022.

Central to the model were over 54 “Green Houses”, plastic waste collection bins made from recycled plastic and placed across 13 villages and wards, making it easier for households to separate single-use plastics and recyclable materials. Low-value plastic waste was also connected to local recycling businesses through a transportation loop that was set up, ensuring that materials previously considered “worthless” could re-enter the value chain.

Youth groups also played an active role. Youth members of the Society and Environment Activities Club supported waste transport and joined training sessions on plastic reduction, helping spread awareness and action among younger generations. Plastic waste, especially low-value plastics, is collected and recycled by local enterprises to create useful new products such as plastic panels and storage containers, thereby extending the lifecycle of plastic materials. Importantly, the model created livelihood opportunities for informal and low-income worker groups, made up of over 90% women. These groups are often most exposed to poor waste conditions and economic insecurity. Through Women Union, the proceeds from recycled plastics were reinvested to support disadvantaged women and children, reflecting GreenHub’s commitment to linking environmental solutions with social equity.

Through initiatives like LSPP, GreenHub’s work goes beyond technical waste management by placing communities at the center of change. Communities are recognized not merely as stakeholders, but as key actors who experience both the impacts and benefits of improved waste systems and who can collectively advance a more circular and inclusive local waste system.



The “Green House” model operating by members of the Hoi An Women’s Association and the Hoi An Environment Club (S.E.A Club), Hoi An (Now Da Nang), 2022.



A member of the Hoi An Women’s Union guiding local people on using the “Green House”, Hoi An (Now Da Nang), 2022.

Local residents attending training sessions on waste classification, Hoi An (Now Da Nang), 2022.



A woman bringing sorted waste to the “Green House”, Hoi An (Now Da Nang), 2022.



Local residents visiting and studying at the “Green House”, Hoi An (Now Da Nang), 2022.



Members of the Hoi An Women’s Union participating in the event honoring women collecting scrap, Hoi An (Now Da Nang), 2022.



Residents speaking at training sessions on waste sorting, Hoi An (Now Da Nang), 2022.



Addressing environmental issues through CSER - When Businesses and Communities Act Together for Zero Waste

As Viet Nam's economy grows, businesses are increasingly stepping beyond core operations to contribute to social and environmental solutions. In recent years, concepts such as CSER and ESG have gained attention, highlighting corporate responsibility not only to customers and shareholders, but also to the communities and environments where they operate.



Pernod Ricard Vietnam's leader collecting trash on the Do Son beach, Hai Phong, 2019.

From its establishment, GreenHub has recognized the private sector as a critical partner in addressing waste and plastic pollution. Rather than viewing businesses solely as sources of impact, we saw their potential to drive change through improved practices, shared resources, and meaningful collaboration with local communities. Beginning with sustainability reporting support for seafood companies, we gradually developed CSER initiatives that help businesses turn commitments into tangible environmental outcomes. Over time, this work became a GreenHub cross-cutting program, engaging a wide network of partners.



Representatives of DSCS distributing protective equipment to waste collection workers, Hai Phong, 2024.

This approach is reflected in Lam Dong Commune, Hai Phong City, where household waste management posed ongoing challenges due to limited guidance on waste segregation and recycling. At the same time, Damen Song Cam Shipyard, located in the commune, was seeking practical community environmental solutions under its Health, Safety, Environment and Quality Management System.



GreenHub participating in the challenge with participants at the Spinmaster event, Hai Phong, 2024.



GreenHub launching a response to World Environment Day and enhancing waste management activities in Lam Dong commune, Hai Phong, 2024.

GreenHub acted as a technical and facilitation bridge, bringing the company, local authorities, and community members together through a co-design process. Waste assessments informed the introduction of circular economy practices focused on waste reduction, source separation, and recycling. Training strengthened the capacity of waste collectors and community leaders, while pilot models demonstrated practical solutions at key hotspots, including Lam Market.

“Working with GreenHub connected our environmental commitments with real community needs, creating shared responsibility and practical change.”

Ms. Nguyet - DSCS representative, shared to reflect on the collaborations

Beyond immediate improvements, the Lam Dong experience helped GreenHub refine a scalable framework for corporate–community collaboration on waste management. By aligning private sector resources with local priorities, GreenHub’s CSER and ESG work continues to build shared responsibility and practical pathways toward a more sustainable Viet Nam.



DSCS, GreenHub, and the People’s Committee of Lam Dong Commune donating compost bins and organic food waste composting pits to 50 households in Lam Dong Commune, Hai Phong, 2024.

LOOKING FORWARD

Challenges

GreenHub is entering into a new decade, where environmental and sustainable development challenges are increasingly complex, interconnected, and systemic in nature. Plastic pollution, climate change, biodiversity loss, unsustainable resource exploitation and related public health impacts are not only expanding in scale but are also exerting profound impacts on livelihoods and social equity.



Ms. Le Hoa – GreenHub’s Advisor sharing recommendations to enhance the organization’s operational effectiveness, Ha Noi, 2025.

At the same time, many environmental solutions remain confined to short-term, project-based interventions, often lacking meaningful integration with local knowledge systems, policy mechanisms, and market incentives. Sustaining long-term impact and scaling up effective models across Viet Nam will need strong multi-stakeholder coordination, innovative and stable financing, and evidence-based approaches grounded in scientific research.

In addition to external pressures, civil society organizations are facing growing demands for impact measurement, reporting, innovation in operational models, and financial sustainability. These expectations require GreenHub to continue its organizational transformation - maintaining its core values while remaining adaptive and responsive to an evolving development landscape.

These challenges are not merely constraints; they form the foundation upon which GreenHub defines its role and strategic direction for the next phase of development.

GreenHub Development – Strategy for 2026 – 2030

During the period 2026 – 2030, GreenHub aims to become a leading Vietnamese organization in research, conservation, and the promotion of green development, circular economy, and sustainable lifestyles, grounded in knowledge generation, knowledge sharing, and active community participation.

GreenHub will pioneer the transformation of environmental awareness into sustainable values and behaviors, viewing this process as a cornerstone for long-term social change. Our programs and initiatives will go beyond awareness-raising to focus on improved behavior to strengthen local capacity, enhance community ownership, and promote shared responsibility for environmental protection. In our strategy, youth and women are a key driving force. They are not only beneficiaries affected by the issues but also change agents who lead and co-create solutions with our guidance. Women play a leading role in driving environmental transformation, drawing on their lived experiences.

To ensure organizational sustainability, GreenHub continues to invest in governance, human resources, data systems, and organizational learning, thereby strengthening its adaptability, transparency, and operational effectiveness in a constantly changing development context.

In parallel, GreenHub will prioritize the development and refinement of innovative models in natural resource conservation, circular economy practices, and sustainable livelihoods. These models will be designed based on scientific evidence and local realities and are closely aligned with public policy and private sector engagement to enhance systemic integration, scalability, and long-term impact.



GreenHub staff sharing recommendations for the organization's five-year strategic direction, Ha Noi, 2026.



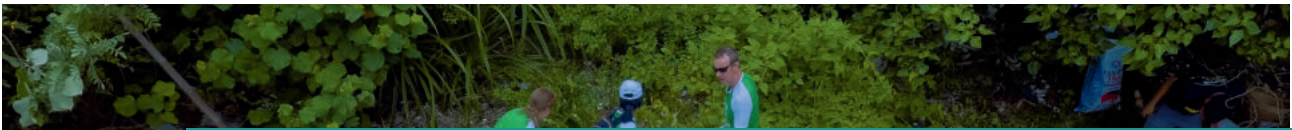
GreenHub staff discussing the upcoming development strategy with the participation of GreenHub advisor Mr. Nguyen Duc Vinh, Thai Nguyen, 2026.

Partnerships and Networks

Collaborative partnerships will be a core pillar enabling GreenHub to achieve the objectives of the Organization Strategy in the 2026–2030 period. Building on a decade of experience, GreenHub will continue to strengthen and expand a diverse, multi-level network connecting communities, government agencies, civil society organizations, research institutions, businesses, and development partners economy practices, and sustainable livelihoods. These models will be designed based on scientific evidence and local realities and are closely aligned with public policy and private sector engagement to enhance systemic integration, scalability, and long-term impact.



At the community level, GreenHub will work closely with local groups, schools, cooperatives, and community-based organizations to co-create solutions that are socially inclusive, culturally appropriate, and grounded in local realities. These partnerships will ensure that environmental and livelihood interventions are not only effective during project implementation but can be sustained and adapted beyond project cycles.

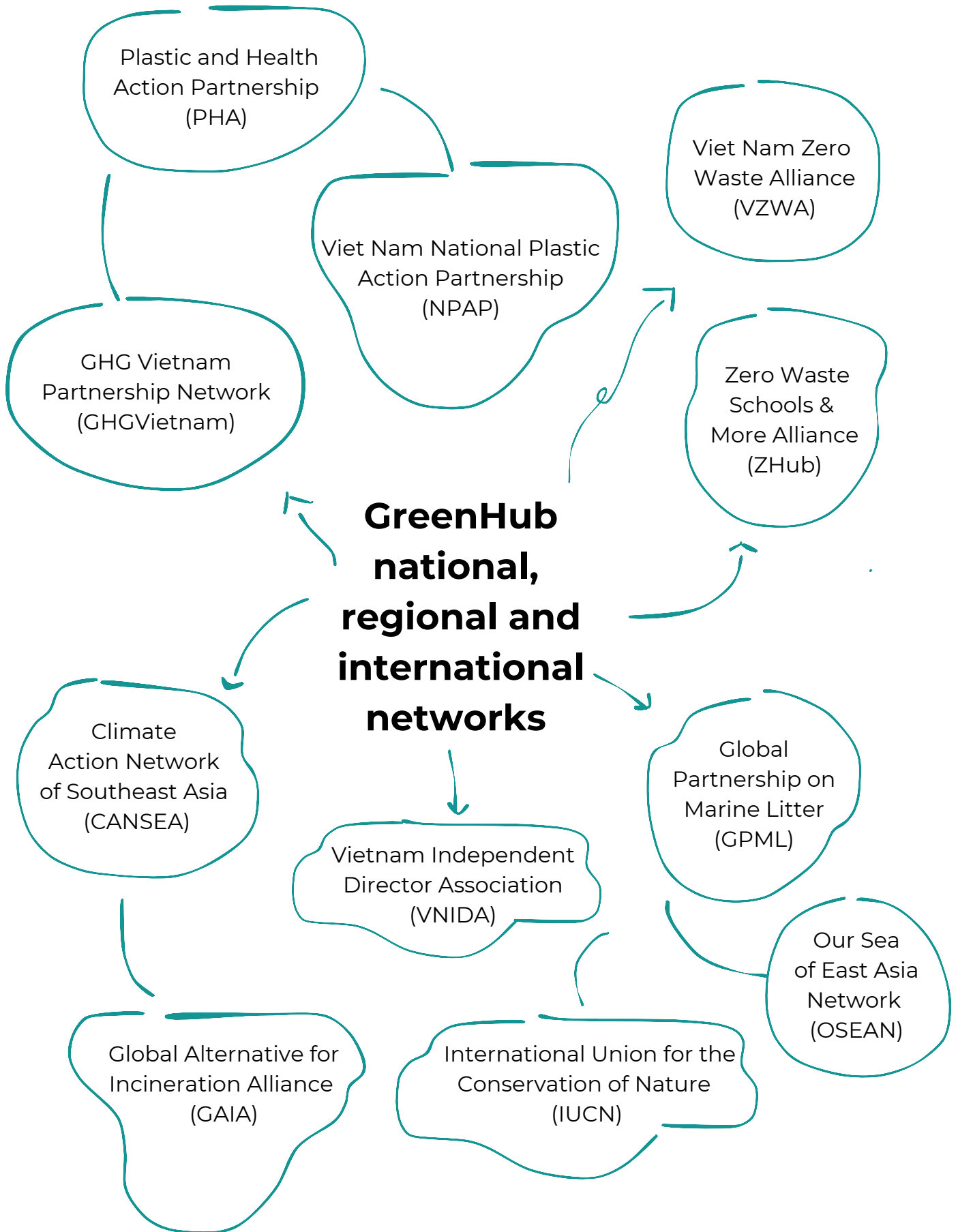


At the national and regional levels, GreenHub will actively engage in professional networks, academic platforms, and policy consultation processes. Through these channels, GreenHub will contribute field-based evidence, scientific data, and community experience to inform the design, implementation, and evaluation of policies related to Zero Waste, plastic pollution reduction, circular economy, nature conservation, and green livelihoods.



Within the private sector, GreenHub will continue to position itself as a trusted partner for businesses seeking to advance CSER and ESG commitments. By facilitating collaboration between companies and communities, GreenHub will help translate corporate commitments into practical, locally grounded actions that generate environmental and social value.

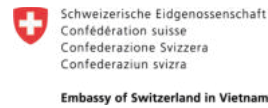
Through this integrated partnership ecosystem, GreenHub will strengthen its role as a bridge between communities, science, and policy, contributing to scalable, evidence-based solutions that support Viet Nam’s transition toward green development, circular livelihoods, and sustainable lifestyles.



THANK YOU TO OUR DONORS AND PARTNERS

GreenHub extends our heartfelt appreciation and gratitude to our esteemed partners and donors for their invaluable support, and generous contributions.

Our success would not be possible without your dedication and support, and we look forward to continuing this journey, driving change and building a more sustainable world.



ACKNOWLEDGEMENT

GreenHub's 10-year journey has been shaped by the trust, especially in our first years, enduring partnership, and commitment of numerous individuals, organizations, and communities, both domestically and internationally. Each milestone along this journey includes collective action, shared responsibility, and long-term dedication to advancing green development values in Viet Nam.



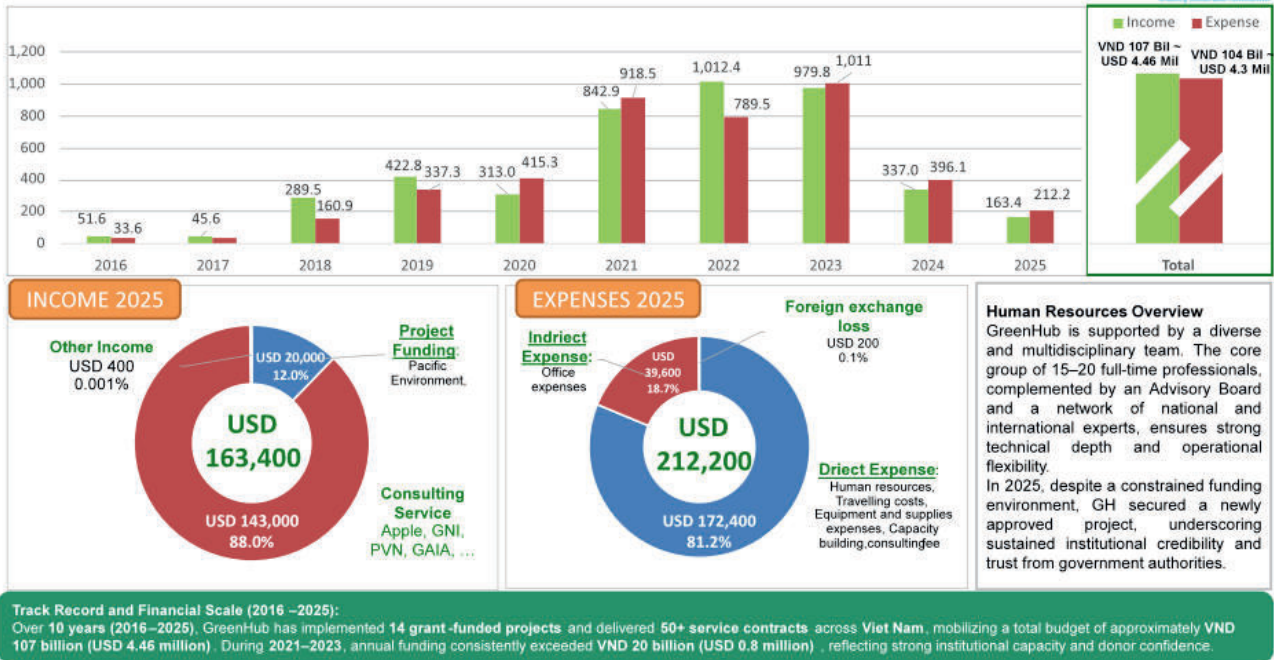
GreenHub, Phu Yen Ward Women's Union, and WIWWs taking commemorative photos at "Community Day on Connection and Network Expansion for the Women Informal Recyclable Waste Workers", Dak Lak, 2025.

This multi-dimensional collaboration has nurtured a dynamic ecosystem of partnerships for GreenHub's initiatives, where knowledge, resources, and practical experience are closely connected and sustained over time. The active engagement of communities, together with the close coordination among partners has enabled initiatives to be implemented in real-world contexts, measured through data collection, analysis and monitoring, and gradually transformed into impactful models, practices, and meaningful contributions to environmental protection and waste management in Viet Nam.

GreenHub sincerely extends its gratitude to all partners, donors, and communities who have accompanied GreenHub with steadfast commitment in pursuing the shared vision of a green and sustainable Viet Nam.

FINANCE

SUMMARY REPORT ON FINANCIAL FROM 2016 TO 2025



From 2021 to 2023, GreenHub’s financial performance reflected not only the expansion of its programmatic portfolio but also the organization’s capacity to navigate a rapidly evolving development financing landscape. As Viet Nam continues its transition toward middle-income status, many international donors have gradually reoriented their funding priorities, leading to a broader reduction in direct grant support for civil society organizations. This shift has intensified competition for development resources and created a more complex operating environment for non-profit institutions.

In response, GreenHub has demonstrated strong institutional agility and adaptive financial management. The organization has proactively diversified its funding portfolio, strengthened strategic partnerships, and expanded collaboration with the private sector through CSER and ESG-related initiatives. At the same time, GreenHub has continued to enhance its internal financial governance, transparency, and resource mobilization strategies. These efforts have enabled the organization to maintain operational stability, remain responsive to emerging environmental priorities, and reinforce the long-term sustainability and impact of its programs.



*GreenHub
 Administration and Finance Team
 in the New Year of 2025.*

INTERNATIONAL VOLUNTEERS



Greg participating in a capacity-building training program for women informal waste collectors, Phu Yen (Now Dak Lak), 2022



Bek and Phoebe sharing at an event, UNIS school, Ha Noi, 2019.



Emily participating in GreenHub office retreat, Ba Vi, 2024.



GreenHub and international volunteers singing a birthday celebration song for the organization, Ha Noi, 2024.



John participating in GreenHub office retreat, Thai Nguyen, 2026.



Bek, Pheobe, Adele participating GreenHub Office Retreat, Lao Cai, 2019.



GreenHub with Team 3M experts, Ha Noi, 2017.



GreenHub, the US Ambassador to Viet Nam - Mr. Ted Osius, and Paula participating in a coastal cleanup, Ha Long, 2017.



GreenHub presenting commemorative gifts to Team 3M experts, Ha Noi, 2022.



GreenHub and Lam Dong Commune People's Committee of Thuy Nguyen District organizing the program "Green vendors and consumers - Reducing the use of plastic bags", Lam Dong Market, Hai Phong, 2024.



GreenHub guiding Zero Waste practices for students at To Hien Thanh Primary School, Can Tho, 2024.



GreenHub and VNIDA signing an MOU for cooperation, Ha Noi, 2026.



GreenHub taking photo with the Certificate of Merit awarded by the People's Committee of Dak Lak, Ha Noi, 2026.



Spin Master employees and GreenHub staff at the Zero Waste Office training workshop, Hai Phong, 2024.



GreenHub, in collaboration with the Abavina Nature organizing the Study Tour about Climate Change Adaptation, Can Tho, 2025.



GreenHub and Can Tho University students conducting a waste audit at To Hien Thanh Primary School, Can Tho, 2024.



GreenHub with Phieng Luong Primary and Secondary Ethnic Boarding School students conducting a waste audit, Ha Giang (Now Tuyen Quang), 2024.



GreenHub staff talking with local residents and providing feedback to improve the experiential tour program, Thai Nguyen, 2026.



GreenHub meeting with Co-founder and Advisor Mr. Tien and Advisor Mr. Boris, Ha Noi, 2024.



GreenHub representative attending the IUCN World Conservation Congress, Abu Dhabi, 2025.



GreenHub facilitating a group discussion activity with representatives from schools in Binh Kien Ward, Dak Lak, 2026



GreenHub and the Experimental School of Educational Science signing an agreement to implement a "Zero Waste School" model, Hanoi, 2024.



GreenHub meeting with representatives of Pacific Environment, Ha Noi, 2026.



GreenHub and Women's Union organizing training workshops for women waste collectors on recyclable waste management, Phu Yen (now Dak Lak), 2025.



GreenHub guiding participants through experiential activities at the Zero Waste Fair, Bac Ninh, 2025.



GreenHub empowering communities to take action for a greener future through education, waste reduction, and sustainable living initiatives, Phu Yen (Now Dak Lak), 2025.



GreenHub experiencing and filming a Zero Waste Tourism guide video, Dak Lak, 2026.



GreenHub organizing the communication activity Game Zone within the framework of the project "For a Zero-Waste Mekong River", Can Tho, 2022.



GreenHub participating in the Scientific Workshop on Environmental Protection Orientation at the People's Committee of Phu Yen (now Dak Lak), 2019.




GreenHub staff and advisors (Mr. John, Mr. Vinh)




during office retreat, Thai Nguyen, 2026.



CENTER FOR SUPPORTING GREEN DEVELOPMENT


 (+84 24) 629 26764

 greenhub.org.vn

 info@greenhub.org.vn

 GreenHub

 [greenhubvn](https://www.instagram.com/greenhubvn)

 Room 2B, N4 – 25 Lang Ha, O Cho Dua, Ha Noi, Viet Nam

All photos in this report are the property of GreenHub

